

## ***ABSTRACT***

*Used clothing is currently trending among society, especially among young people. What's interesting is the OnlineThrift Shop, which is a trending business that sells used clothes online. The clothes sold at the Online Thrift Shop are clothes that have been worn by someone that are still of good quality and have their own uniqueness. So a business idea emerged called Startup NoMinus, which is a technology-based platform where users can sell and buy new and pre-loved clothes. The objectives of this research include: Knowing SWOT Analysis for Start Up No Minus and Formulating Business Development Strategies for Start Up No Minus. The theory used in this research is the Business Model Canvas and SWOT analysis and SWOT Matrix.*

*The results of this research show that the SWOT analysis and SWOT Mariks produce an alternative strategy where NoMinus can digitalize by utilizing telecommunications and information technology to develop its business more broadly. The results of this alternative strategy become a new foundation where the development strategy is carried out on all building blocks by implementing the strategy market penetration, market development, and product development to reach wider customer segments.*

***Keywords: Strategy, Business Model, SWOTAnalysis, Start-Up***